

VISIONARY TALKs 2026

PROGRAM

01 | 02 JULY 2026

EATALY LINGOTTO
Carpano Museum

Via Fenoglietti, 14
10126 Turin (IT)

Step into a global arena where ideas ignite, strategies evolve, and the future of fashion takes shape!

Our TALKs program brings together *visionary leaders, innovators, and industry shapers* for two high-energy days of insight, inspiration, and real-world expertise.

Whether you're aiming to scale your business, decode emerging trends, or connect with the minds driving transformation worldwide, these sessions offer the strategic clarity and forward-thinking perspectives you need to stay ahead.

Each TALK dives deep into the forces reshaping the industry — from sustainability and circularity to AI, internationalization, entrepreneurship, and the evolving values of fashion culture.

Get ready to explore, challenge, and elevate your vision!!

01st July 2026

2:30 - 6:00 PM | B2B SESSIONS

TALK SESSION_ 1

h 2:30 – 4:30 pm

2:10 – 2:30 PM

Welcome speech

- *Federica Leonetti, Chair Sector Group Textiles, International Business Advisor at Unioncamere Piemonte ALPS EEN (Turin, IT)*

TRAINING: INTERNATIONAL IP SME HELPDESK TRAINING ON INTELLECTUAL PROPERTY IN CHINA, INDIA, LATIN AMERICA AND SOUTHEAST ASIA

“IP FOR GROWTH: PROTECTING AND SCALING TEXTILE SMEs IN GLOBAL MARKETS“

This Training Session Will Explore How Intellectual Property Can Be A Strategic Driver Of Growth For Smes In The Textile And Fashion Sectors Operating Internationally. It Will Address The Most Common Ip Challenges Faced Across Global Markets And Provide Practical Guidance On How To Identify, Protect, And Enforce Ip Rights Effectively In Key Regions.

The Session Will Draw On The Expertise Of The International Ip Sme Helpdesk, With A Focus On China, India, Latin America, And Southeast Asia, Offering Smes Actionable Insights To Better Navigate Complex Ip Environments And Strengthen Their International Competitiveness.

2:30 – 3:30 pm	IP for Growth: Protecting and Scaling Textile SMEs in Global Markets <u>Speakers and Topics:</u> • <i>Federica De Curtis</i> – International IP SME Helpdesks (moderation and introduction) • <i>Elio de Tullio</i> – IP expert on behalf of China IP SME Helpdesk and South-East Asia IP SME Helpdesk • <i>Girish Somawarpet</i> – IP expert on behalf of India IP SME Helpdesk and India IP SME Helpdesks
3:30 – 4:30 pm	EU SME Centre: Getting to Know the Chinese consumer • <i>Francesco Boggio Ferraris</i>, Academy Director at Fondazione Italia Cina
4:30 – 4:45 pm	TRADEMARKS & DESIGN • <i>Marta Corvino</i>, Italian and European Trademark and Design Attorney, PRAXI Intellectual Property S.p.A.
TALK SESSION_ 2 h. 4:45 – 5:45 pm EU-FUNDED INITIATIVES FOR THE TEXTILE ECOSYSTEM (I)	
4: 45 – 5:15 pm	FUTURE PROOF TEXTILES : European project that aims to support SMEs in the textile sector by providing funding and capacity-building activities to facilitate their digital and green transition • <i>Paola Fontana</i> , Project Manager at Po.in.tex, Textile Innovation Cluster, Città Studi Biella (IT)
5:15 pm – 5:30 pm	FROM WORDS TO BRAND SUCCESS: YOUR ACCESS KEY TO THE EU MARKET – AND BEYOND Mind your language! Ensure compliance and boost your brand reputation with high-quality language services • <i>Federica Villa, Chiara Bogetti, Valentina Colò</i>, AITI (Italian Association of Translators and Interpreters)
7:15 pm – 8.15 pm	NETWORKING APERITIF Adress: SAVOY TORINO Piazza Savoia, 6 10122 Turin
8:30 – 10:30 pm	TORINO FASHION WEEK SHOWS (International Brands) Address: Palazzo Saluzzo Paesana - Piano Nobile Torino - Palazzo Saluzzo Paesana (Via della Consolata, 1 bis - 10122 Turin) <i>(Dress code Mandatory)</i>

02nd July 2026

9:00 - 6:15 PM | B2B SESSIONS

TALK SESSION_ 3

h. 10:00 – 11:00 am

BUILDING A SUSTAINABLE TEXTILE FUTURE: FROM LOCAL PROJECTS TO GLOBAL LEADERS

10:00 – 10:30 am

RiTessiAMO': a pioneering pilot on fibre-to-fibre recycling of post-consumer textiles

Speakers:

- *Elena Ferrero*, CEO Atelier Riforma
- *Elisa Valenti* project manager, Progetto ABITO
- *Filippo Comotto* R&D specialist Closeoop

10:30 – 11:00 am

Slow Forward : Building Competitive Advantage Through Fiber, Finance & Fashion

Moderated by : *Alessandro Goia*

> (Master's Degree in Physics, innovation executive with 25+ years of international experience, Professor at IAAD - Mobility Solutions & Sustainable Design - Strategic Advisor for Sustainable Mobility Initiatives CIM - Competence Center of MIMIT- Schindler Group Head of Sales & Digital Transformation, Product Development APAC at FCA – Stellantis

- *Nathalie Ngueyim* Founder & Director Cadenza Global Studio , Strategy Execution Governance, OKR Professional Coach , Slow Finance delegate
- *Eleonora Peretti (Quagliotti)*, Vice President and Co-Founder of Slow Fiber
- *Marco Vesipa*, Magnolab (Textile Innovation District), Biella (Torino, IT)
- *Barbara Ebbli*, Creative Director & Founder of Malaika brand

TALK SESSION_ 4

h. 11:15 am– 13:00 pm

MAPPING THE WORLD: CULTURES, MARKETS & OPPORTUNITIES

FOCUS AFRICA | ASIA

h. 11:15 – 11:45 pm

FOCUS AFRICA :

Africa's Creative and Economic Power: A Global Invitation:

- *Andrea Giannetto*, IDA President, Initiative pour le Développement de l'Afrique
- *Mbacke Diop* , Haut-Commissaire de l'IDA - Initiative pour le Développement de l'Afrique
- *Atoumane Fall*, member at AST – Senegalese Community Association of Turin
- *Mbacke Diop*, founder Diop-fashion (Senegal)

11:45 – 12:10 PM	FOCUS BRAZIL : • <i>Marcio Antonio Magalhães Canedo</i>, International Relations Section - SERIN , Enterprise Europe Network Brasil - EEN Brasil Instituto Brasileiro de Informação em Ciência e Tecnologia - IBICT , Ministério da Ciência, Tecnologia e Inovações - MCTI . Innovation and international cooperation specialist at IBICT (Brazilian Institute of Information in Science and Technology) and coordinator within the Enterprise Europe Network Brazil. He works on innovation ecosystems, technology transfer, internationalization of SMEs, and collaboration between research institutions, companies and innovation support organizations. His activities include building partnerships between Brazil and Europe in areas such as digital transformation, sustainability, advanced manufacturing and emerging technologies. VOICES FROM BRAZILIAN COMPANIES: • <i>Handemba Mutana Poli dos Santos</i> – Executive at TikTok Shop Brazil and mentor in Social Commerce and the Creator Economy. He has extensive experience in innovation, digital transformation, business development and public policy, having worked with organizations such as TikTok, FGV, ENAP and Fundação Tide Setubal. • <i>Viviane Brunnelly</i> – International Business Development Specialist at the International Business Center of Fibra (Federation of Industries of the Federal District), supporting international partnerships, trade promotion and business cooperation initiatives for Brazilian companies, with a strong focus on connecting local industries to global markets and innovation opportunities.
h. 12:10 – 12:30 pm	BULGARIAN FASHION ASSOCIATION Best Practices in Sustainable and Circular Fashion: Bulgarian Company Case Studies • <i>Elena Yordanova; Silvia Kabaivanova</i>, Chairman, Bulgarian Fashion Association
h. 12:30 – 13:00 pm	ASIA TRADE CONNECT: The Southeast Asian market Moderator : <i>Luca Saporiti</i>, Vicepresident of Club Asia https://clubasia.eu/ FOCUS THAILAND – VIETNAM • <i>Michele Tomea</i> , General Manager at Thai Italian Chamber of commerce • <i>Nguyễn Thanh Hương (HuongColor)</i> – Founder of VietnamColor: Fashion meets Art" (Heritage meets Contemporary Aesthetics Design)" • <i>Barbara Ebbli</i>, Creative Director & Founder of Malaika brand
TALK SESSION_ 5 h. 2:15 – 4:15 pm <u>CROSS-COUNTRY INNOVATION FOR THE TEXTILE SECTOR: EU PROJECTS, CREATIVE CLUSTERS AND CIRCULAR SOLUTIONS</u>	
2:15 - 3:15 pm	<u>Workshop activity managed by FAB BUS PROJECT:</u> FAB-BUS project is co-funded by the European Union and led by ANIMA Investment Network under the Euromed Clusters Forward programme. The project, implemented by INSME in partnership with Unioncamere Piemonte the Moroccan Denim and Fashion Cluster, and Crea Tech Bulgaria, brings together leading clusters from the textile, fashion, creative, and design sectors in Italy, Morocco, and Bulgaria, aiming to foster lasting business opportunities and strengthen collaboration between these countries. • <i>Chiara Leali</i>, Project Officer at INSME (International Network for SMEs) • <i>Meryem RACHDI</i>, Project Manager at Moroccan Denim and Fashion Cluster • <i>Denitza Doseva</i>, Project Manager at CreaTech Bulgaria , Creative Cluster OPEN DISCUSSION:

Moderated by : *Alessandro Goia*

> (Master's Degree in Physics, innovation executive with 25+ years of international experience, Professor at IAAD - Mobility Solutions & Sustainable Design - Strategic Advisor for Sustainable Mobility Initiatives CIM - Competence Center of MIMIT- Schindler Group Head of Sales & Digital Transformation, Product Development APAC at FCA – Stellantis

- *Chiara Leali*, Project Officer at **INSME** (International Network for SMEs)
- *Meryem RACHDI*, Project Manager at **Moroccan Denim and Fashion Cluster**
- *Denitza Doseva*, Project Manager at **CreaTech Bulgaria , Creative Cluster**
- *Barbara Ebbli*, Creative Director & Founder of Malaika brand

Follow-up opportunities on EU-funded projects (Horizon, Euromed)

3:15 – 3:45 pm

JUST FASHION

The Project aims to support Small, and Medium Enterprises (SMEs) in navigating the transition toward a greener and more transparent fashion industry.

- *Jade M. Connolly*, Policy and Project Officer at **EURADA** (The European association of development agencies)

3:45 – 4:15 pm

UPCYCLING POLICE UNIFORMS: Results of the EU-funded RiVestiTo project

Speakers:

- *Elena Ferrero* project manager RiVestiTo
- *Samuele Marteno* designer, Essemme Studio and Rivelati
- *Laura Ribotta* technical manager Innovation and EU funds department, Turin City Council

TALK SESSION_ 6

h. 4:30 – 18:00 pm

DIGITAL TRANSFORMATION IN TEXTILES: AI, BLOCKCHAIN AND GLOBAL EXPERTISE

4:30 – 4:45 pm

AI4I (Italian Institute Of Artificial Intelligence For Industry)

Fiorenza Succu

4:45 – 5:00 pm

ALIX (AI Learning Innovation Experience)

- *Alessandra Buffa* - Project Manager at Fondazione Piemonte Innova
- *Federica Lombardi* - Innovation Consultant at Fondazione Piemonte Innova

Fondazione Piemonte Innova : Public-private partnership enabling technology transfer and innovation for businesses, public administrations, third-sector organisations and cities, operating through projects and calls that place data at the core of the twin digital and sustainable transition)

5:00 - 6:00 pm

INTERNATIONAL PANEL DISCUSSION –

VOICES FROM EUROPEAN COMPANIES | STAKEHOLDERS:

Moderated by: *Veronica Spadoni*, Cluster Manager, at Fondazione Piemonte Innova

- **Project Hub 360:** *Massimo Perucca*, Managing Director at Project HUB-360 (Driving sustainability and innovation for businesses, and developing digital platforms for the textile industry) (Italy): Presenting the **MultiEcoTex™** digital platform
- **One :** *Maximilian Bock*, Founder / CEO (Germany)
- **OutfitIQ:** *Miglena Petrova* , Founder & CEO at OutfitIQ (Your Personal AI Stylist in Your Pocket)
- **Kiwifarm (CottonIA Project) :** *Carlo Perassi* (Italy)
- **Braintex** *Marco Buzzonetti* (Italy)
- **Domina** *Cristina Vercellino* (Italy)
- **Wiseside** *Edoardo Calia* (Italy)

- **Borseria.app (by Digital Invest Srl)** : Blockchain as infrastructure to store DPPs, Digital Product Passports for luxury handbags and as backend for an innovative "fractional ownership" marketplace (la Borsa delle borse), *Cristina Di Giore*, Head of marketing and customers
- **Bridge Association** (Ethical AI · Inclusive Fashion) It helps creative organizations and communities turn ideas into concrete actions, bringing together technological innovation, data ethics, and social sustainability — an approach we also bring to the fashion world to make it more aware, inclusive, and designed for the future. *Maria Chiara Tirinzoni*

8:30 – 22:30 pm

TORINO FASHION WEEK SHOWS (Focus Brazil)

Address: **Palazzo Saluzzo Paesana - Piano Nobile Torino** - Palazzo Saluzzo Paesana (Via della Consolata, 1 bis - 10122 Turin)
(*Dress code Mandatory*)

NOTES:

- Location: Museo Carpano, Eataly Lingotto (Via Fenoglioletti , n. 14 , Turin)
- The sessions will be held in English.
- A coffee station will be available and open throughout the entire day

Thank you for participating!

See you in #2027 !!

#eencanhelp!

#eensectorgrouptextile

For additional information you can contact :

Federica Leonetti

International Business Advisor at Enterprise Europe Network
Chair of the Textiles Group of Experts at Enterprise Europe Network

Unioncamere Piemonte

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This event, managed by [Unioncamere Piemonte](#), (the Regional Union of the Chamber of Commerce of Piedmont, Turin, Italy) is supported by the [Turin Chamber of Commerce](#), both members of the [Enterprise Europe Network](#) (EEN), and by the network's Textile Sector Group (the group of EEN sectoral experts is dedicated to bringing together international fashion and textile producers to enhance opportunities and foster commercial partnerships). The Enterprise Europe Network (EEN) is the world's **largest support network for small and medium-sized enterprises (SMEs) with international ambitions**, co-financed by the European Commission, EEN is active in +40 countries operating through + 500 local partner organizations selected by the European Commission committed to help entrepreneurs to grow and to innovate internationally